

## ABSTRAK

PT. Rohul Sawit Industri merupakan salah satu industri pengolahan kelapa sawit menjadi CPO (*crude palm oil*). Perusahaan ini terletak di Desa Sukadamai Kecamatan Rokan Hulu, Provinsi Riau. Perusahaan ini telah berdiri sejak 2004. Produk yang di hasilkan adalah CPO dan Kernel. Minyak CPO yang di hasilkan kemudian akan di kirim kepada buyer CPO. PT. Rohul Sawit Industri selama ini masih melakukan sistem pengukuran kinerja perusahaan dengan melihat hasil pada akhir produksi. Hal ini menyebabkan kurang terstrukturnya pengukuran evaluasi kinerja perusahaan pada PT. Rohul Sawit Industri. Metode *integrated performance measurement system* merupakan salah satu metode pengukuran kinerja yang memperhatikan pada seluruh aspek perusahaan dan *objective matrix* merupakan metode yang sering digunakan dalam melakukan *scoring system*. Berdasarkan hasil pengukuran kinerja perusahaan didapatkan hasil bahwa terdapat 5 *key performance indicators* yang termasuk dalam kategori warna merah dan perlu dilakukan perbaikan yaitu : persentase pertumbuhan profit, rasio pendapatan dan pertumbuhan profit, frekuensi audit terhadap keahlian, rasio pengembangan produk dan pangsa pasar. Kemudian terdapat 10 *key performance indicators* yang termasuk dalam kategori warna kuning dan diperlukan sedikit perbaikan untuk mendapatkan capaian target lebih yang optimal yaitu : rasio akurasi perkiraan biaya, rasio pemanfaatan aset secara optimal, persentase stabilitas perencanaan dan penjadwalan, persentase pembayaran tepat waktu, persentase peningkatan volume pembelian, pertumbuhan penjualan, persentase masyarakat kurang mampu, persentase pengangguran, persentase anak yang tidak sekolah dan persentase peningkatan perbaikan infrastruktur. Setelah itu terdapat 7 *key performance indicators* yang tergolong pada kategori warna hijau menandakan bahwa telah mencapai target perusahaan yaitu : persentase kesesuaian dengan standar laporan keuangan, persentase standarisasi kualitas produk, *training* karyawan, persentase sistem pengupahan yang standar, persentase bonus atau *reward* pekerja, persentase kelengkapan fasilitas kerja dan jumlah kecelakaan kerja.

*Key Words : IPMS, OMAX, Kinerja Perusahaan*

## **ABSTRACT**

*PT. Rohul Sawit Industri is one of the palm oil processing industries to become CPO (crude palm oil). This company is located in Sukadamai Village, Rokan Hulu District, Riau Province. This company has been established since 2004. The products produced are CPO and Kernel. The CPO oil produced will then be sent to CPO buyers. PT. Rohul Sawit Industri has been conducting a system for measuring company performance by looking at the results at the end of production. This causes a lack of structured measurement of company performance evaluation at PT. Rohul Sawit Industri. The integrated performance measurement system method is one method of performance measurement that pays attention to all aspects of the company and objective matrix is a method that is often used in conducting scoring systems. Based on the results of company performance measurements, it was found that there were 5 key performance indicators included in the red category and needed to be improved, namely: percentage of profit growth, income ratio and profit growth, audit frequency of expertise, product development ratio and market share. Then there are 10 key performance indicators included in the yellow category and a little improvement is needed to get more optimal target performance, namely: estimated cost accuracy ratio, optimal asset utilization ratio, percentage planning and scheduling stability, percentage of payment on time, percentage increase in volume purchases, sales growth, percentage of poor people, percentage of unemployed, percentage of children who do not go to school and the percentage increase in infrastructure improvements. After that there are 7 key performance indicators belonging to the green color category indicating that the company has achieved the target, namely: percentage conformity with financial report standards, percentage of product quality standardization, employee training, percentage of standard wage system, percentage of worker bonus or reward, percentage work facilities and number of work accidents.*

*Key Words: IPMS, OMAX, Company Performance*